

WHAT IS CLAIMED IS:

1. A method of facilitating wireless communication device awareness of the availability of new or updated server-side applications, said method comprising:

in response to either of a new application being made available at a server or an updated version of an application being made available at a server, transmitting a message over a wireless connection to a set of wireless communications devices indicating that said new or updated application is available.
2. The method of claim 1 wherein said set of wireless communications devices is a subset of an overall set of wireless communications devices in communication with said server.
3. The method of claim 2 wherein said transmitting is conditional upon said new application or said updated version of an application being added to a group of applications to which access is provided as a whole.
4. The method of claim 3 wherein said transmitting to said subset of wireless communications devices is conditional upon a grant of access by said subset of wireless communications devices to said group of applications.
5. The method of claim 1 wherein said transmitting is dependent upon receipt of an indication from a human operator in response to said new application being made available at said server or said updated version of an application being made available at said server.

6. The method of claim 1 wherein said transmitting is triggered automatically in response to said new application being made available at said server or said updated version of an application being made available at said server.
7. The method of claim 1 wherein said message is an eXtenstible Markup Language (XML) message.
8. The method of claim 1 wherein said message includes a list of applications presently available to said set of wireless communications devices.
9. A server comprising a processor and memory in communication with said processor storing machine-executable code adapting said server to:

in response to either of a new application being made available at said server or an updated version of an application being made available at said server, transmit a message over a wireless connection to a set of wireless communications devices indicating that said new or updated application is available.
10. The server of claim 9 wherein said set of wireless communications devices is a subset of an overall set of wireless communications devices in communication with said server.
11. The server of claim 10 wherein said transmitting is conditional upon said new application or said updated version of an application being added to a group of applications to which access is provided as a whole.

12. The server of claim 11 wherein said transmitting to said subset of wireless communications devices is conditional upon a grant of access by said subset of wireless communications devices to said group of applications.
13. The server of claim 9 wherein said transmitting is dependent upon receipt of an indication from a human operator in response to said new application being made available at said server or said updated version of an application being made available at said server.
14. The server of claim 9 wherein said transmitting is triggered automatically in response to said new application being made available at said server or said updated version of an application being made available at said server.
15. The server of claim 9 wherein said message is an eXtenstible Markup Language (XML) message.
16. The server of claim 9 wherein said message includes a list of applications presently available to said set of wireless communications devices.
17. A machine-readable medium including machine-executable code for execution at a computing device, comprising:

machine-executable code for, in response to either of a new application being made available at a server or an updated version of an application being made available at a server, transmitting a message over a wireless connection to a set of wireless communications devices indicating that said new or updated application is available.
18. The machine-readable medium of claim 17 wherein said set of wireless communications devices is a subset of an overall set of wireless communications devices in communication with said server.

19. The machine-readable medium of claim 18 wherein said transmitting is conditional upon said new application or said updated version of an application being added to a group of applications to which access is provided as a whole.
20. The machine-readable medium of claim 19 wherein said transmitting to said subset of wireless communications devices is conditional upon a grant of access by said subset of wireless communications devices to said group of applications.
21. The machine-readable medium of claim 17 wherein said transmitting is dependent upon receipt of an indication from a human operator in response to said new application being made available at said server or said updated version of an application being made available at said server.
22. The machine-readable medium of claim 17 wherein said transmitting is triggered automatically in response to said new application being made available at said server or said updated version of an application being made available at said server.
23. The machine-readable medium of claim 17 wherein said message is an eXtenstible Markup Language (XML) message.
24. The machine-readable medium of claim 17 wherein said message includes a list of applications presently available to said set of wireless communications devices.
25. The method of claim 2 wherein said set of wireless communication devices is associated with a group of applications and said transmitting is conditional

upon said new application or said updated version of an application being added to said group of applications.